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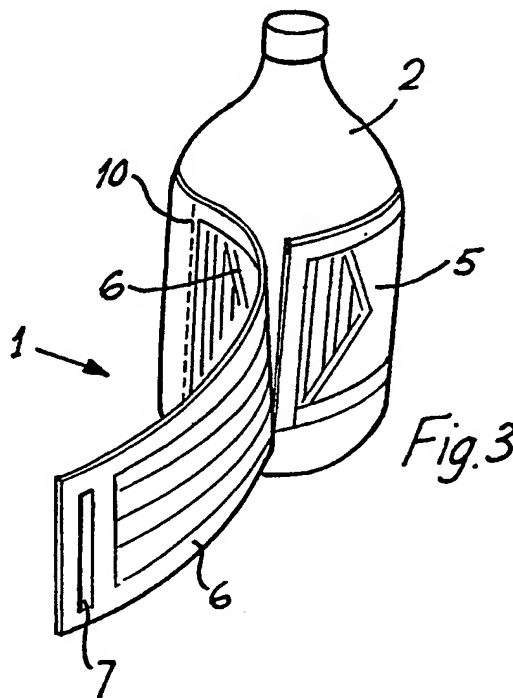
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GB 0659854 A US 4324058 A US 4312523 A

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UK CL (Edition J) B8F FBG
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(54) **Wrap around label**

(57) A wrap-around label 1 for use with a bottle 2 comprises a container surface engaging portion 5 and an overlapping portion 6 which are releasably engaged by a strip 7 of adhesive adjacent the free end of the overlapping portion 6. The front faces of both the surface engaging portion 5 and overlapping portion 6 have the same indicia marked thereon in the form of advertising material and technical information. The rear face of the overlapping portion 6 also has indicia marked thereon typically giving technical details. This information is revealed by releasing the overlapping portion 6. A perforation 10 may be provided for removal of the portion 6.



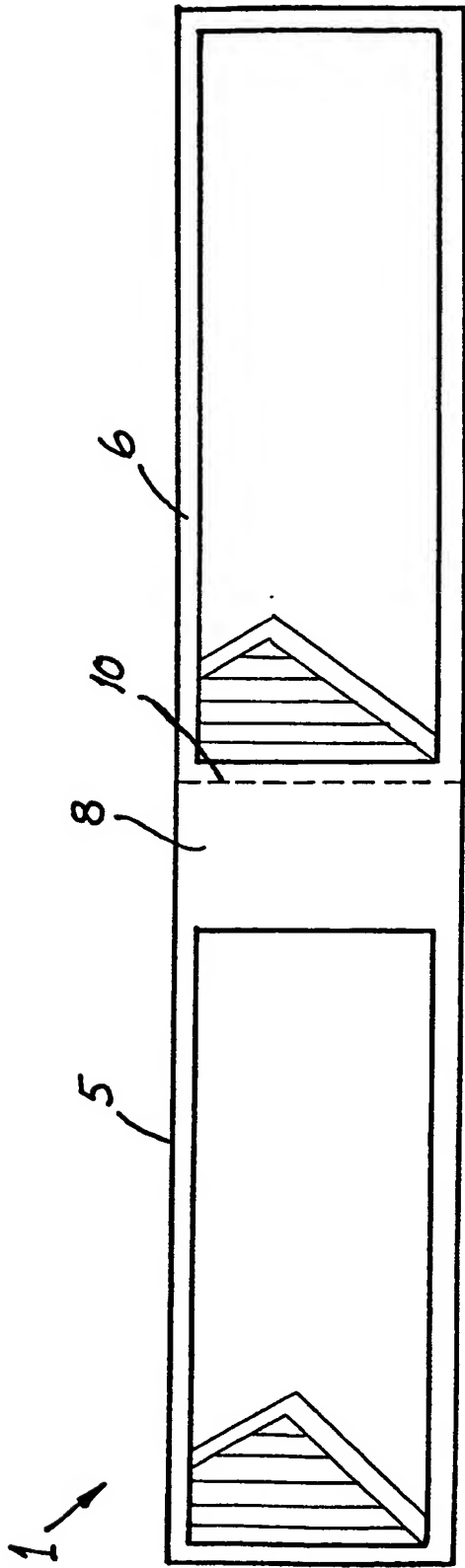


Fig. 1

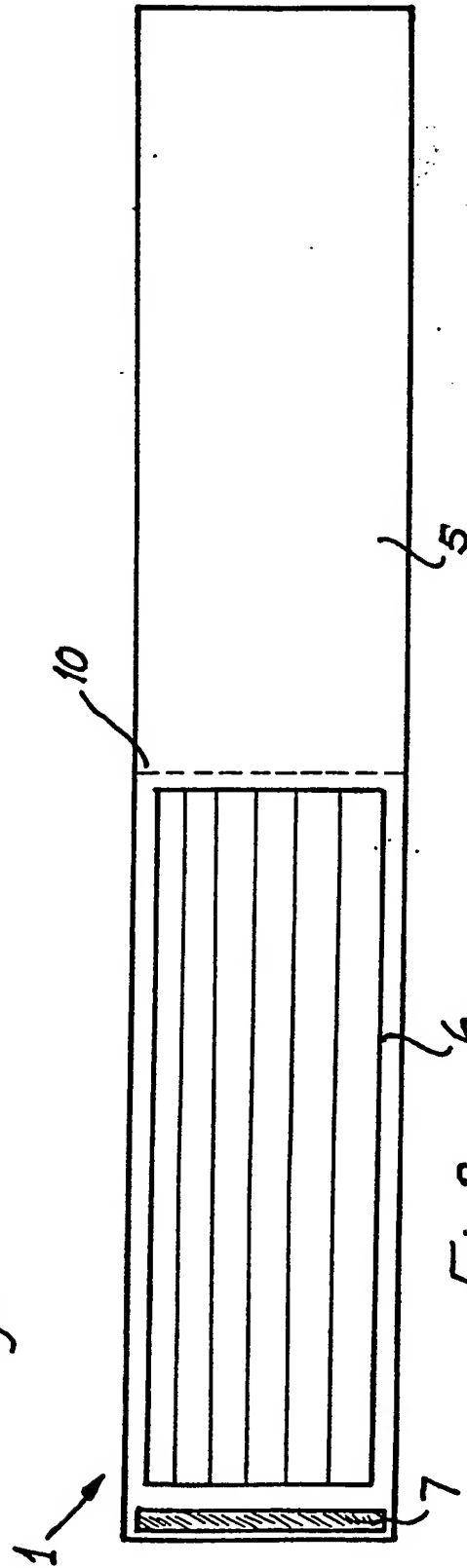


Fig. 2

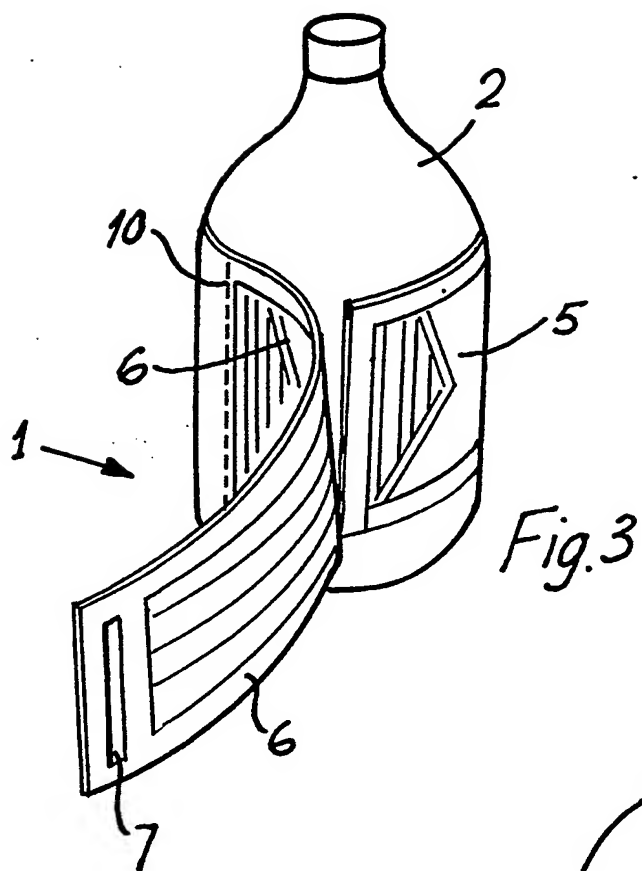


Fig. 3

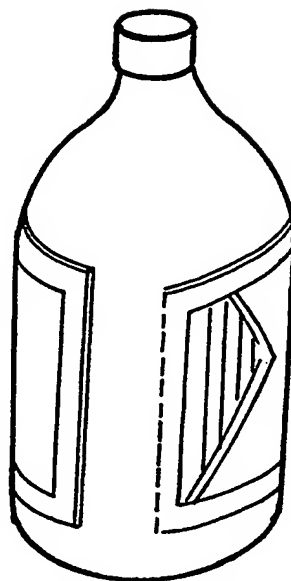


Fig. 4

TITLE

Wrap-Around Labels

- 1 -

The invention relates to labels particularly for containers such as bottles for liquid pharmaceutical or reagent materials.

To comply with regulations the labels of containers, particularly those for pharmaceuticals, must contain a relatively large amount of information. Presentation of such a large amount of information on, what sometimes may be a very small area, presents serious problems.

This invention is directed towards providing a label which will overcome these difficulties.

According to the invention there is provided a wrap-around label for a container such as a bottle or the like, the label being of sufficient length to wrap around the container and comprising:

a first container engaging portion and a second overlapping portion which, in use, overlaps the first portion, and

the overlapping portion being releasably engagable with the container engaging portion, the rear face of the overlapping portion having indicia which may be viewed when the overlapping portion is released from the container engaging portion.

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In one embodiment of the invention the outer surfaces of both the container engaging and overlapping portions have indicia marked thereon.

In a preferred embodiment of the invention the indicia marked on the outer surfaces of the container engaging and overlapping portions are substantially identical.

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In one embodiment of the invention the container engaging and overlapping portions are substantially of the same length. In some cases, however, the indicia receiving area on the container engaging portion may be shorter than the indicia receiving area on the overlapping portion.

15

In one embodiment of the invention the means for releasably engaging the label portions comprises a strip of releasable adhesive material. The strip of adhesive material may be provided at or adjacent to the free end of the overlapping portion.

20

A tear line means may be provided between the container surface engaging portion and the overlapping portion.

The invention also provides a strip of labels according to the invention mounted on a carrier backing sheet.

- 5 The invention will be more clearly understood from the following description thereof given by way of example only with reference to the accompanying drawings in which:

Fig. 1 is a top plan view of a label according to the invention,

- 10 Fig. 2 is an underneath plan view of the label of Fig. 1, and

Figs. 3 and 4 are perspective views of the label, in use.

- Referring to the drawings there is illustrated a wrap-around label according to the invention and indicated generally by
15 the reference numeral 1. The label 1 is for use with a container such as a bottle 2 for example, for liquid pharmaceutical or reagent material for which the label must contain a relatively large amount of information.

- The label 1 is of sufficient length to wrap around the
20 container 2 and comprises a container surface engaging portion

5 and an overlapping portion 6. Means for releasably engaging the overlapping portion 6 with the container surface engaging portion 5, in this case, comprises a strip 7 of releasable adhesive material provided adjacent to the free end of the overlapping portion 6.

As will be noted from Fig. 1 the front faces of both the surface engaging portion 5 and overlapping portion 6 have indica marked thereon and in this case, the indica are substantially identical and contain, in addition to technical information, advertising literature relating to the product and its manufacturer. The length of the portion of the container surface engaging portion 5 and overlapping portion 6 which contain indica may be substantially identical, however, in this case the indica bearing portion of the container surface engaging portion 5 of the label 1 is shorter than that of the overlapping portion 6 leaving a area 8 for overlapping. The area 8 typically contains indica indicating how the label is operated and in particular, how the overlapping portion 6 may be removed from the surface engaging portion 5. A perforated tear line 10 may also be provided for removal of the portion 6.

The rear face of the overlapping portion 6 has indica marked thereon giving technical information such as instructions and details regarding the product in the container and this information is revealed by releasing the overlapping portion

6 from the surface engaging portion 5 as indicated in Fig. 3. For ease of manufacture, storage and use, the labels are provided in rolls mounted on a backing sheet or carrier, the rear face of the surface engaging portion 5 being provided
5 with an adhesive material for engaging the surface of the container and retaining the label on the backing carrier sheet.

The wrap-around label according to the invention is easily formed and in particular, where the indica on the front faces
10 of the container surface engaging portion 5 and overlapping portion 6 are provided with similar indica, these may be readily printed in one pass and in any desired number of colours. The label according to the invention may be easily manufactured and printed, is relatively cheap, may be
15 accurately printed and involves less set-up time and is more easily applied and used than other labels for containers of this type.

The invention is not limited to the embodiments hereinbefore described which may be varied in both construction and detail.

CLAIMS

1. A wrap-around label for a container such as a bottle or the like, the label being of sufficient length to wrap around the container and comprising:

a first container engaging portion and a second overlapping portion which, in use, overlaps the first portion, and

the overlapping portion being releasably engagable with the container engaging portion, the rear face of the overlapping portion having indicia which may be viewed when the overlapping portion is released from the container engaging portion.

2. A label according to claim 1 wherein the outer surfaces of both the container engaging and overlapping portions have indica marked thereon.
3. A label as claimed in claim 2 wherein the indica marked on the outer surfaces of the container engaging and overlapping portions are substantially identical.
4. A label as claimed in any preceding claim wherein the container engaging and overlapping portions are substantially of the same length.

5. A label as claimed in any of claims 1 to 3 wherein the indica receiving area on the container engaging portion is shorter than the indica receiving area on the overlapping portion.
6. A label as claimed in any preceding claim wherein the means for releasably engaging the label portions comprises a strip of releasable adhesive material.
7. A label as claimed in claim 6 wherein the strip of adhesive material is provided at or adjacent to the free end of the overlapping portion.
8. A label as claimed in any preceding claim wherein tear line means is provided between the container surface engaging portion and the overlapping portion.
9. A label substantially as hereinbefore described with reference to the accompanying drawings.
10. A strip of labels according to any preceding claim mounted on a carrier backing sheet.